

CONTRACT

WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

And:

Maggie Clark
139 Brent Creek Drive
Brandon, MS 39047

<u>Contract / Revision</u> 583545 /		<u>Alt Order #</u> 432
<u>Product</u> Supreme Court-District 3		
<u>Contract Dates</u> 10/24/12 - 11/12/12		<u>Estimate #</u>
<u>Advertiser</u> Coleman,J/Sup Crt Dst 3		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 289.90
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	METRC	10/24/12	10/30/12	WREG-TV News 3 Daybreak 6-7am			:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$350.00	5.30			
Week:		10/29/12	11/04/12	MT-----				2	\$350.00	5.30			
2	METRC	10/31/12	11/06/12	WREG-TV News 3 Daybreak 6-7am			:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$350.00	5.30			
Week:		11/05/12	11/11/12	MT-----				2	\$350.00	5.30			
3	METRC	10/31/12	11/06/12	CBS This Morning	7-9am		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$200.00	3.10			
Week:		11/05/12	11/11/12	MT-----				2	\$200.00	3.10			
4	METRC	10/27/12	10/27/12	News Channel 3 Daybreak	6-9am		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$200.00	4.80			
5	METRC	11/03/12	11/03/12	News Channel 3 Daybreak	6-9am		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$200.00	4.80			
6	METRC	10/28/12	10/28/12	WREG-TV News 3 Daybreak 6-8am			:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$200.00	4.80			
7	METRC	11/04/12	11/04/12	WREG-TV News 3 Daybreak 6-8am			:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$200.00	4.80			
8	METRC	10/28/12	10/28/12	CBS Sunday Morning	8-9:30am		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$500.00	4.80			
9	METRC	11/04/12	11/04/12	CBS Sunday Morning	8-9:30am		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$500.00	8.10			
10	METRC	10/31/12	11/06/12	LIVE at 9	9-10am		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$150.00	2.70			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
583545 /	432

Contract Dates	Product	Estimate #
10/24/12 - 11/12/12	Supreme Court-District 3	

Advertiser	Original Date / Revision
Coleman,J/Sup Crd Dst 3	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$150.00	2.70			
11	METRC	11/05/12	11/06/12	Price Is Right	10-11am		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$225.00	4.50			
12	METRC	11/05/12	11/06/12	Young and the Restless	11am-Noon		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$250.00	6.40			
13	METRC	10/24/12	10/30/12	WREG-TV News 3 @ Noon	Noon-12:30pm		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$200.00	5.80			
Week:		10/29/12	11/04/12	M-----				1	\$200.00	5.80			
E 14	METRC	11/02/12	11/06/12	WREG-TV News 3 @ Noon	Noon-12:30pm		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$200.00	5.80			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	METRC	10/29/12-11/04/12	WREG-TV News 3 @ Noon	Noon-12:30pm	-----F----	:30		\$200.00	5.80	NM		
	Credited												
Week:		11/05/12	11/11/12	-T-----				1	\$200.00	5.80			
15	METRC	11/01/12	11/05/12	WREG-TV First News @ 4pm	4-5pm		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$200.00	5.00			
Week:		11/05/12	11/11/12	M-----				1	\$200.00	5.00			
E 16	METRC	10/31/12	10/31/12	WREG-TV News 3 @ 530pm	News at 530pm (M		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$2,000.00	6.70			
17	METRC	10/24/12	10/30/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$450.00	6.90			
Week:		10/29/12	11/04/12	M-----				1	\$450.00	6.90			
18	METRC	11/01/12	11/05/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$450.00	6.90			
Week:		11/05/12	11/11/12	M-----				1	\$450.00	6.90			
E 19	METRC	10/27/12	10/27/12	WREG-TV News 3 @ 6pm	(S6-6:30pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$300.00	5.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	METRC	10/22/12-10/28/12	WREG-TV News 3 @ 6pm	(S6-6:30pm	-----Sa--	:30		\$300.00	5.30	NM		
	Credited												
20	METRC	11/03/12	11/03/12	WREG-TV News 3 @ 6pm	(S6-6:30pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$300.00	5.30			
21	METRC	10/24/12	10/30/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---				2	\$750.00	8.40			
Week:		10/29/12	11/04/12	MT-----				2	\$750.00	3.30			
22	METRC	10/31/12	11/05/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$750.00	8.40			
Week:		11/05/12	11/11/12	M-----				1	\$750.00	8.40			

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10/24/12 - 11/12/12	Supreme Court-District 3	

Advertiser	Original Date / Revision
Coleman, J/Sup Crt Dst 3	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals SpotsAmount		
												1	\$500.00	
23	METRC	10/27/12	10/27/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-				1	\$500.00	7.50				
24	METRC	11/03/12	11/03/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$500.00	7.50				
25	METRC	10/26/12	10/26/12	Late Night with David Letterman	10:35-11:35pm		:30				NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--				1	\$175.00	8.40				
26	METRC	11/12/12	11/12/12	Late Night with David Letterman	10:35-11:35pm		:30				NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/12/12	11/18/12	M-----				1	\$175.00	3.30				
27	METRC	10/25/12	10/25/12	Thursday Prime	8-9pm		:30				NM	1	\$1,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---				1	\$1,750.00	3.30				
Totals										289.90		54	\$22,200.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	13	\$6,525.00	\$5,546.25
10/29/12 - 11/12/12	41	\$15,675.00	\$13,323.75
Totals	54	\$22,200.00	\$18,870.00

Signature: _____ **Date:** _____

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Kirk, Malisa

From: Himes, Jim
Sent: Tuesday, October 30, 2012 4:37 PM
To: Kirk, Malisa
Subject: Fwd: WREG Pre-empt

Here it is

Sent from my iPhone

Begin forwarded message:

From: Maggie <maggiec@mclarkmedia.com>
Date: October 30, 2012, 4:28:56 PM CDT
To: "Himes, Jim" <Jim.Himes@WREG.com>
Subject: Re: WREG Pre-empt

Yes. Please do that.

Sent from my iPhone

On Oct 30, 2012, at 2:11 PM, "Himes, Jim" <Jim.Himes@WREG.com> wrote:

Maggie,

There is crushing demand for the CBS Evening News. You are sitting in there tomorrow at \$1,500 and \$2,000 makes it non-preemptible.

You have pre-empts in 2 areas:

1x 6pm News last Saturday 10/27 that didn't air due to run over from CBS and a noon news out this Friday 11/2 due to rate.

Want to add the \$500 to tomorrow's CBS Evening news and fix? Obviously Sandy is making the ratings ridiculous.

Let me know soonest.

-Jim

James E. Himes, Jr.
General Sales Manager
WREG-TV, WREG.com, NC3A
P) 901-543-2143
F) 901-543-2339
C) 901-415-9143
www.WREG.com

10/30/2012